

SARAH BURGESS GALATAS

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EDUCATION

Mississippi State University,
B.A., Communication
Public Relations & Journalism
Magna Cum Laude graduate

EXPERTISE

- Adobe Creative Suite
- Crisis communications
- Microsoft Office Suite
- Reputation monitoring & reporting (Muck Rack, Cision, iQ Media & Meltwater)
- Digital content curation
- Website management
- Google Analytics
- Creative direction & design
- Agile project management
- Newsletter software (Constant Contact & MailChimp)
- SharePoint
- Social media management

EARLY CAREER

COMMUNICATIONS ASSISTANT

MSU Communications
Internship Program
Aug. 2013-May 2014
Starkville, MS

PUBLIC RELATIONS INTERN

Obsidian Public Relations
May 2013-Aug. 2013
Memphis, TN

COMMUNICATIONS INTERN

MSU Communication Department
April 2012-May 2013
Starkville, MS

SENIOR LEAD TRAINER

PRIDE Youth Programs
June 2010-Jan. 2013
Fremont, MI (remote)

FREELANCE COMMUNICATIONS CONSULTANT | VARIOUS CLIENTS | JAN. 2023-PRESENT | REMOTE

- Provide strategic marketing and communications guidance to best reach clients' internal and external audiences
- Develop consistent company branding guidelines and messaging
- Onboard new vendors and integrate new point-of-sale systems
- Create various communications materials, including website copy, internal and external business announcements, social media posts, etc.
- Monitor news and significant developments with competitors to better inform clients' business decisions

MARKETING & COMMUNICATIONS ADVISOR | HUEY'S RESTAURANTS | OCT. 2020-JAN. 2023 | MEMPHIS, TN

- Strategized and implemented all marketing, communications and advertising efforts through the corporate office
- Utilized strategic insight from agency, corporate and nonprofit experience to provide creative problem solving and solutions to this established local chain
- Managed Huey's brand and reputation through integrated communication strategies across digital, print and social media
- Served as the company's voice by engaging with various stakeholders through internal and external communication platforms, including online reviews, social media, website submissions and more
- Negotiated vendor partnerships, sponsorships and community outreach opportunities
- Collaborated with HR to support administrative functions and provide crisis communication expertise
- Crafted and edited corporate-wide communications to inform more than 50 managers and 600 employees across 10 restaurants
- Monitored and reported various local, state and national regulations and trends to help executive leaders make informed operational decisions
- Created brand standards and visual identity guidelines, updated digital content and oversaw website redesign

PUBLIC RELATIONS SENIOR SPECIALIST | ALSAC/ST. JUDE CHILDREN'S RESEARCH HOSPITAL

OCT. 2015-MAY 2020 | MEMPHIS, TN

- Created and executed communications plans and public relations materials to support programs across paid, earned, shared and owned media channels to increase fundraising and awareness for St. Jude Children's Research Hospital among its target audiences
- Managed communications planning and activations for more than 200 major fitness events annually, including the organization's largest single-day fundraiser, St. Jude Memphis Marathon® Weekend, which grew in revenue from \$8.2 million in 2015 to \$12.3 million in 2019
- Spearheaded communications efforts for more than 45 St. Jude Dream Home® Giveaway locations nationwide
- Coordinated logistics and hosted 25-35 media partners' visits to the hospital's campus for various campaigns
- Provided crisis communications messaging and counsel for nearly 40 field development locations
- Compiled metrics and reports for executive leadership that were used to make high-level business decisions
- Crafted media materials, including press releases, statements, media alerts, press kits, media lists, backgrounders and media reports
- Planned and executed media events and press conferences to complement efforts for key programs and events
- Conducted outreach and maintained relationships with local, regional and national media outlets and digital influencers to secure media coverage
- Collaborated with internal and external video crews for media-related needs, including production of public service announcements, broadcast segments, video and radio news releases and satellite media tours
- Negotiated a contract and onboarded a new media monitoring vendor, while serving as the team's point person for system utilization questions during the election cycle

ACCOUNT ASSISTANT | OBSIDIAN PUBLIC RELATIONS | JUNE 2014-OCT. 2015 | MEMPHIS, TN

- Collaborated with account managers to develop and implement PR strategies for a variety of clients
- Created tactics to support each client's PR strategy, including: PR timelines, press releases, media advisories, social media strategies and management, advertising plans and recommendations, naming and branding strategies, digital newsletters, event promotion and additional account support
- Developed relationships with and pitched stories to local, regional and national media outlets
- Promoted and implemented Obsidian's annual "PR 180" program, which provided pro bono public relations work to a charitable organization for one year
- Prepared clients for media interviews and appearances